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News from the Tobacco Prevention and Control Program

Teens will discuss *Unfiltered* on television

Remember to tune in next week to the one-hour special showing of *Unfiltered* segments accompanied by teens discussing smoking in their communities. *Unfiltered* is the Department of Health's reality-based show about a group of teenagers who attempt to quit smoking during a weekend in Seattle.

KOMO's television show "Northwest Afternoon" will feature further discussion with a number of the young people who appear on the *Unfiltered* special. The show will be hosted by Elisa Jaffe.

The *Unfiltered* special will air at the following times in the following areas:

Seattle (KOMO) and Spokane (KXLY)

Monday, June 10 – 9 p.m. to 10 p.m.

Yakima (KIMA) and Tri-Cities (KEPR)

Saturday, June 8 – 7 p.m. to 8 p.m.

Northwest Afternoon airs at 4:00 p.m. on Monday, June 10.

For further information call Susan Zemek at (360) 236-3634 or email susan.zemek@doh.wa.gov

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Statewide tobacco program updates, redesigns Web site

The statewide Tobacco Prevention and Control Program has redesigned its Web site to make up-to-date program information available in a format that is easy to access. The site is now divided into areas that reflect the major program components: helping tobacco users quit, school programs, community programs, media campaign, preventing youth access to tobacco, secondhand smoke, and research and evaluation. Additionally, a section is devoted to program contractors with links to county data reports, online copies of this newsletter, and contact information for county, tribal, and Educational Service District tobacco prevention programs. Much of the information can be reached from multiple links located throughout the site to make it easier to find what you want.

We will be adding several new features to the Web site in the next few months including an online catalog of Clearinghouse materials and a revised guide to smoke-free restaurants.

The address for the tobacco program Web site remains <http://www.doh.wa.gov/tobacco>

For further information contact call Larry Champine at (360) 236-3614 or email larry.champine@doh.wa.gov

Health care provider outreach under way

Research shows that tobacco users attempting to quit are more successful when a health care professional such as their doctor or dentist advises them to quit. In an effort to encourage doctors and others to refer their patients to the statewide tobacco quit line, the Department of Health has designed posters, business cards, cardholders, and note cubes, with the quit line number on them for use specifically by health care professionals.

The Department has asked community contractors to help them get these quit line outreach materials to clinics in their community and to provide information to clinic staff. A few contractors have already embarked on this task with great success!

While our initial supply of materials was depleted quickly, we are pleased to announce that our reorder is in. We will work hard and fast to ensure that those of you who signed up at the statewide contractors meeting to receive a supply of outreach materials, will get them as soon as possible. We also will provide contractors with scripts to use when speaking about the quit line to physicians, addresses and phone numbers of physicians in their community, and a shoulder bag to carry materials.

For those of you who **have not yet signed up to receive materials** and are interested in providing quit line outreach to health care providers and, please contact Tamatha Thomas-Haase at tamatha.thomas-haase@doh.wa.gov or telephone (360) 236-3722.

Healthy Youth 2002 survey scheduled for fall

The Department of Health is recruiting school districts to participate in the Healthy Youth 2002 school-based survey. The survey, which will be administered this fall to students in grades 6, 8, 10, and 12 in a random sample of schools, is one of the most important tools the department has for measuring its Tobacco Prevention and Control Program's effectiveness in reducing tobacco use, and increasing anti-tobacco knowledge and beliefs among young people.

The statewide survey is a joint project of the Department of Health, the Office of the Superintendent of Public Instruction, the Department of Social and Health Services, and the Office of Community Development. The survey combines several surveys that these agencies have administered in the past into a single survey, reducing the amount of time schools spend administering them. In addition to tobacco use and attitudes, the survey measures health-related behaviors including intentional and unintentional injuries; physical activity and dietary behaviors; alcohol and other drug use; and associated risk and protective factors. The survey will be conducted in the fall of every other year

In addition to collecting statewide data, Tobacco Prevention and Control Program funding supports local data collection to allow communities to monitor adolescent health status including tobacco use.

The deadline for schools to sign up for the survey is June 30. If you have questions about recruitment, contact your local Educational Service District tobacco coordinator, or call Julia Dilley at (360) 236-3632 or email julia.dilley@doh.wa.gov

Update on disparities planning project

The Department of Health's Cross Cultural Workgroup on Tobacco continues its work on a strategic plan for providing services to groups with high rates of tobacco use. At its last meeting the group discussed possible uses of the \$1.2 million the statewide Tobacco Prevention and Control Programs set aside in its 2002-2003 budget for disparities work.

The Cross Cultural Workgroup's primary task is to develop a strategic plan to reduce tobacco use among underserved populations. The project is funded by the Centers for Disease Control and Prevention. The statewide program's Dave Harrelson and contractors from the Cross Cultural Health Care Program recently attended the second of three trainings for the 12 states participating in the Centers for Disease Control and Prevention's pilot program. The training provided information that will help the statewide program move through the next phases of the project.

During June, organizations from the five communities represented on the workgroup (African American, American Indian, Asian American/Pacific Islander, Hispanic and sexual minorities) will conduct key informant interviews to assess their community's ability to carry out tobacco prevention and control activities. On July 31, the workgroup will hear the results of these community assessments. In August, workgroup members will ask communities how the statewide program could better support their tobacco prevention and control efforts. The assessment process will include rural communities as well as urban areas.

During the fall, the workgroup will prioritize the 6 to 8 key issues that the statewide program should focus on in the strategic plan. A draft of the strategic plan will be made available for community review and comment. The final strategic plan and the activities the Department will use to market the plan are due to Centers for Disease Control and Prevention in December.

The Department of Health will sponsor a leadership institute in 2002-2003 to help underserved communities better understand tobacco prevention and control and present the strategic plan.

For further information contact Dave Harrelson at 236-3685 or email david.harrelson@doh.wa.gov

Tobacco program developing ads targeted to African Americans and Hispanics

The Tobacco Prevention and Control Program has been meeting with representatives of the African American and Hispanic communities to begin creating advertising campaigns aimed at getting adults to quit smoking. For the African American community, the program selected ads created by other states and worked with that community to test those ads with African American smokers. The smokers told us which ads would be most effective in getting them to call the Tobacco Quit Line. The program will begin airing radio, newspaper, and magazine ads in June, spending about \$200,000 on advertising in the next six months. The program had an initial meeting with members of the Hispanic community to select ads to test with focus groups. The program expects to spend about \$150,000 over the next six months on television, radio, newspaper, and magazine advertising.

For further information contact Susan Zemek at (360) 236-3634 or email Susan.Zemek@doh.wa.gov

Regional youth events planned

The Department of Health will hold a series of regional youth events, named *Outrage 2002*, to help high-school aged youth build leadership and youth organizing skills, and show them how to develop and implement tobacco prevention and control projects in their communities.

Outrage 2002 events are scheduled for:

- July 19-20 at Pacific Lutheran University in Tacoma,
- July 29-30 at Washington State University in Pullman
- August 9-10 at The Firs Conference Center in Bellingham.

Each event has been planned by local planning groups that include youth and adults, in partnership with the Center for Health Training. Each event features team-building activities and learning sessions for about 125 youth and their adult advisors. Each session will be led by a team of youth, and an adult advisor. There is no cost to participate. Local group leaders will organize transportation to and from each event. Lodging and meals will be provided.

For more information contact Wendy R. Lewis at the Center for Health Training at 206/447-9538 or via e-mail at wlewis@jba-cht.com.

American Cancer Society activities for youth

The American Cancer Society is one of three partners working with the Department of Health to involve youth in fighting tobacco use in their communities. Here is what the Cancer Society is doing now:

Speak Out! Youth Initiative Minigrants

Local partners and volunteers who attended the Speak Out! Workshops earlier this spring were given the opportunity to apply for minigrants of up to \$500 for youth-driven, local projects. Local young people plan, execute, and evaluate all mini-grant projects. To date, minigrants have been awarded to:

- Kelso High SADD Club & Cowlitz County Substance Abuse Coalition, Tobacco Free Fridays
- Kelso High School, Regional SADD Conference with tobacco emphasis
- Redmond Youth Partnership, Smoking in Movies Awareness Campaign
- Skagit Heat, World No Tobacco Day Tobacco and Sports Activity
- SWAT Grandview, SWAT public relations campaign at county fair

Speak Out! Workshops

The American Cancer Society Speak Out! workshops are designed to provide youth and adults with the skills and resources they need to successfully create and maintain youth coalitions. The Cancer Society has completed the pilot phase of the workshops and compiled workshop evaluations and input. They are now working on a new workshop and manual format for implementation in the coming year. The American Cancer Society will offer revised workshops from November 2002- June 2003 in cities across the state. Dates will be set in coordination with American Cancer Society staff and local county contractors.

For further information contact Carla Huyck at (360) 235-3678 or email carla.huyck@doh.wa.gov

Local programs hold smoke-free events in skate parks

Clark County's youth coalition, BREATHE, celebrated World No Tobacco Day (May 31) by placing a "Voluntary Tobacco Free Zone" sign at Vancouver's local skate park. Local dignitaries including 49th District Representative Bill Fromhold and Vancouver Mayor Royce Pollard were on hand to speak. BREATHE volunteers handed out free movie passes and key chains shaped like skateboards carrying the statewide quit line number. The Tobacco Free Coalition of Skamania staged a similar event at a skate park in Stevenson.



BREATHE teens post tobacco-free zone sign at Vancouver skate park.

The Spokane Regional Health District held its "Night Grind" event on World No Tobacco Day at Spokane's downtown skate park. The event called featured a local band and a skateboarding clinic conducted by professional skateboarders. The event was designed to promote local quit smoking services.

American Lung Association honors volunteers and partners

The American Lung Association of Washington gave Secretary of Health Mary Selecky its award for Outstanding Leadership in Public Service at its annual Philanthropy Awards event. The ceremony, held to celebrate and honor the association's outstanding volunteers and donors, took place in Seattle on May 23. Secretary Selecky received the award for her leadership in developing and implementing Washington's Tobacco Control Plan, and for her efforts to build partnerships involving young people, community organizations like the Lung Association, educational institutions, local health departments, and other leaders. As Secretary of Health, Mary has made reducing tobacco use the top priority for the State's Department of Health.

American Lung Association of Washington volunteers serve in a multitude of ways to further the work of assuring lung health for the people of Washington. Its programs fight big tobacco, bad air and the asthma epidemic and are developed and delivered to the community with massive volunteer commitment.

American Legacy Foundation launches women and smoking campaign

On June 17, the American Legacy Foundation will "officially" launch its new Women and Smoking Initiative and advertising campaign. Unofficially, ads from Legacy's "Letters" campaign have appeared in the June issues of some of the 20 national magazines scheduled to carry the ads. As is the way with some magazines, the June issues began appearing in May. Each magazine ad features one of four women and their fight against tobacco-related illness. The "Letters" campaign also features a toll-free quit smoking information line and online quit support.

In addition to the ads, and the quit line, Legacy is offering grants to community-based programs. To see the ads or get further information about the campaign, visit

<http://www.americanlegacy.org/>

New report on adolescent smoking behavior issued

The National Cancer Institute has released the first major update of adolescent smoking behavior since 1994. Changing Adolescent Smoking Prevalence: Where It Is and Why discusses effective

efforts to reduce smoking among young people in California, Massachusetts, and Florida; describes where more needs to be done; and examines trends in adolescent smoking behavior from many perspectives.

You can order a copy of the report online at

<http://www.cancercontrol.cancer.gov/tcrb/monographs/14/index.html>

In the news:

Tacoma places signs in parks reminding people not to smoke

City opts for a “gentle reminder” to smokers.

<http://search.tribnet.com/archive/archive30/0524b24.html>

Tobacco industry spends more than ever on promotion

Federal Trade Commission issues 2000 figures.

<http://search.tribnet.com/archive/archive30/0528a113.html>

Industry anti-smoking ads make kids smoke

American Journal of Public Health finds Phillip Morris youth anti-smoking campaign lacking.

http://story.news.yahoo.com/news?tmpl=story&u=/nm/20020529/ts_nm/tobacco_advertising_dc